I strongly object to de-regulating broadband pricing. Currently, internet "pioneers" subscribe to small ISPs for their superior service, but mostly because the independent ISPs are the only ones who offer the kinds of advanced online services that internet pioneers need to drive the advancement of technology (access to unix shells, for example). The large phone companies simply don't offer the services needed by an advanced user. The large phone companies cater to the largest market and, as the internet becomes pervasive in our lives, the largest market has translated to the lowest common denominator.